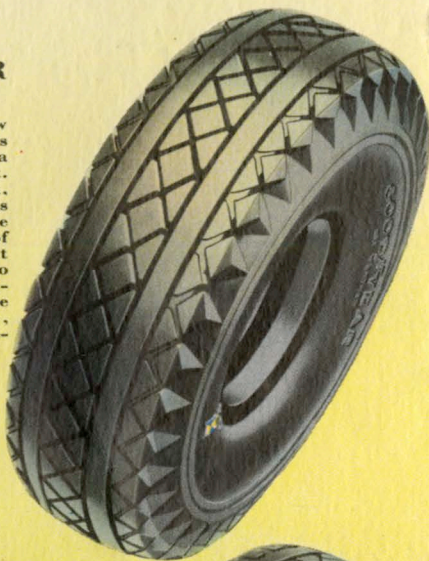


Here Are 3 Of The  
Most Popular Tires In  
The Goodyear Line Of  
46 Different Tires

The G-3  
ALL-WEATHER  
TREAD

Here's a brand-new edition of Goodyear's famous G-3 Tire with a lower price tag tied to it. Look at that thick, broad tread! Under its mileage-giving surface there's a thick body of genuine Supertwist Cords. Between the two they give you a new conception of what a tire can give in mileage, road-grip and trouble-free service.



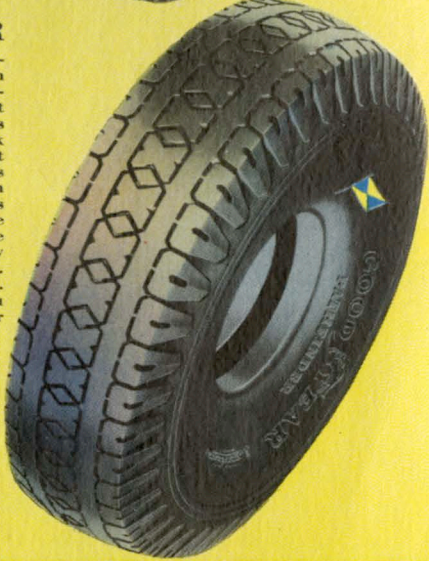
The  
MARATHON

Here's a new 1940 Goodyear. There's plenty of mileage and grip in that high, wide—and handsome—tread. There are twin protector cord plies between it and the Supertwist Cord body. There's a deep-cut non-skid surface and broad riding-ribs for long, quiet wear. There's plenty of value in this Marathon and it's priced low. The name is Marathon and... it runs and runs.



The  
PATHFINDER

A real low-priced Goodyear... away down with the specials and so-called "bargains." But there's a difference. This Pathfinder has a thick tread with traction right in the centre where it's needed. And it has twin protector cord plies under the tread. Some low-priced tires have only one of these very necessary plies... others have none at all. Make sure the tires you buy have TWO protector plies.



GOOD YEAR

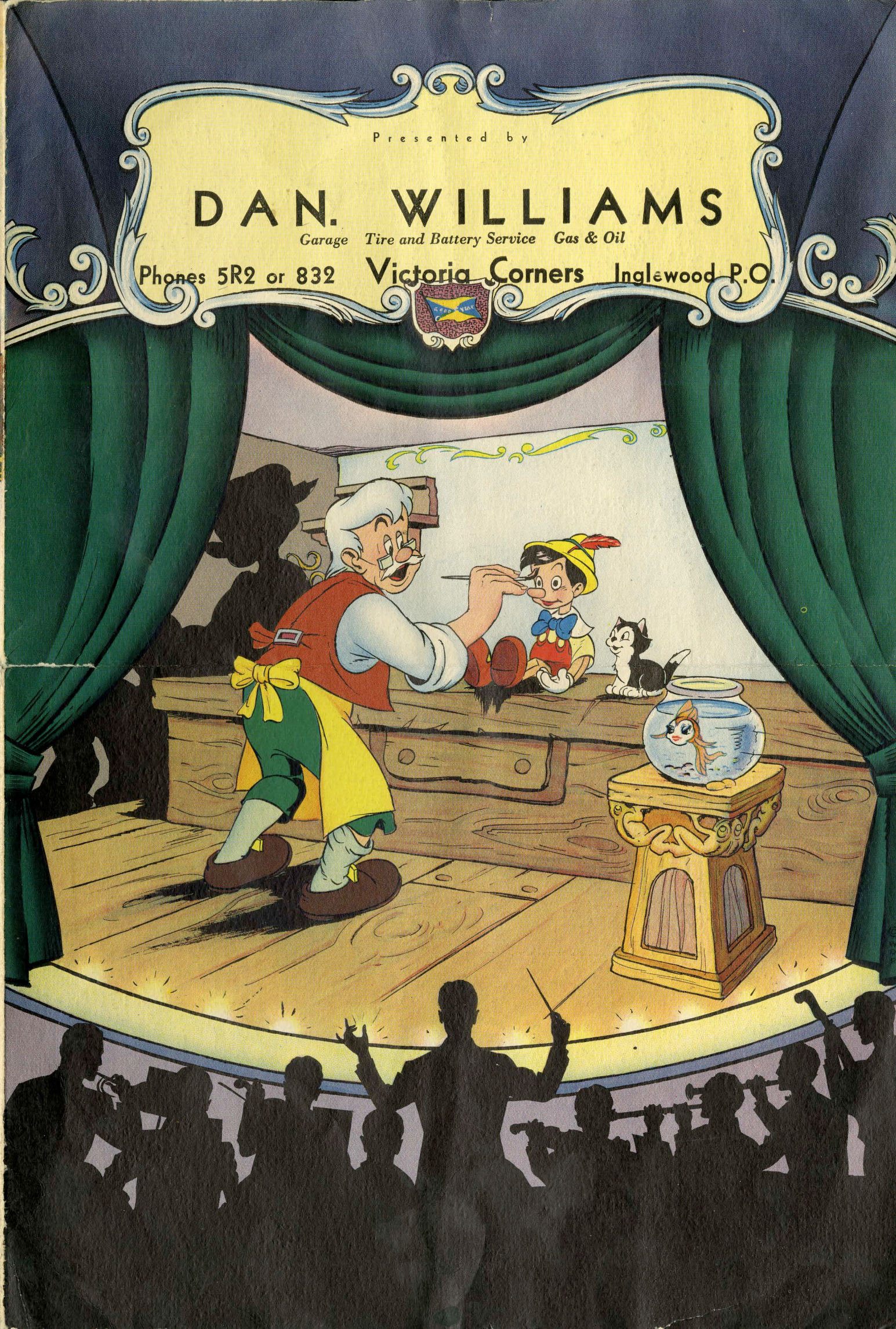
DESIGNED  
AND PRODUCED  
IN CANADA

Mr. R. C. McLeod,  
R.R. 1  
Inglewood, Ont.

AND FALSE  
VALUES  
TOO!



Presented by  
**DAN. WILLIAMS**  
Garage Tire and Battery Service Gas & Oil  
Phones 5R2 or 832 **Victoria Corners** Inglewood P.O.



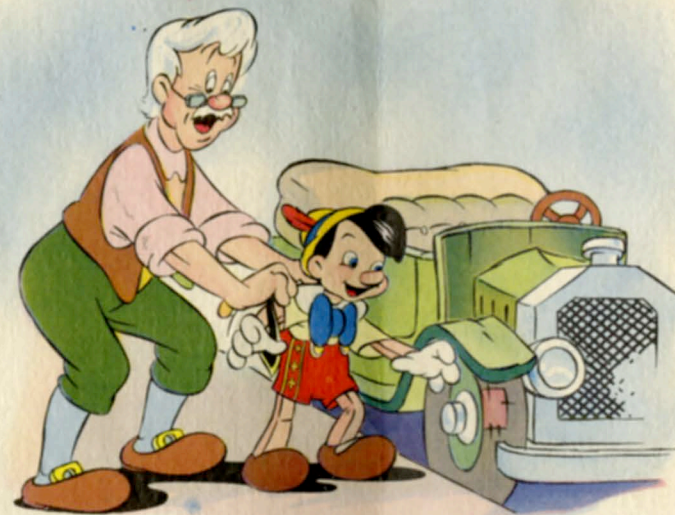


# This is what happened when Pinocchio went to buy a tire!

After Geppetto, the old wood-carver, had fashioned Pinocchio out of a block of wood, the Blue Fairy came in the night and turned Pinocchio into a real live boy.

Jiminy Cricket then became Pinocchio's self-appointed conscience and undertook to guide him through life, showing him the difference between right and wrong.

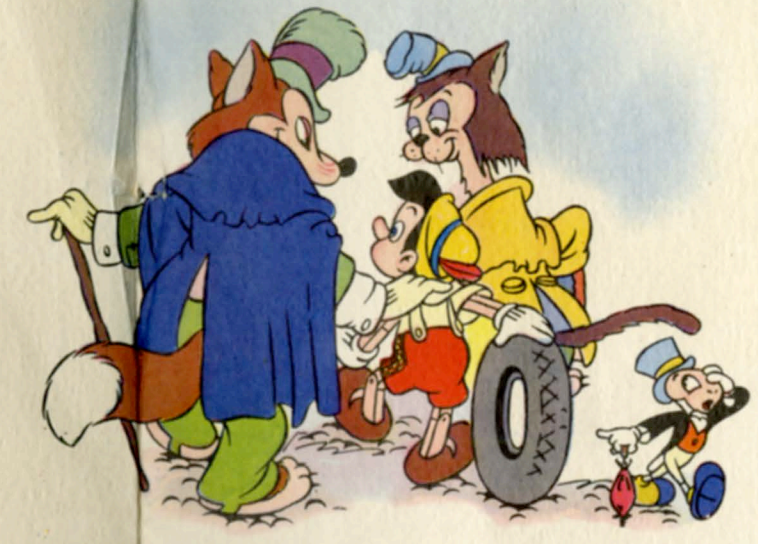
When Geppetto discovered that Pinocchio had become alive he decided to make use of him to run errands and one of the first things he did was to send Pinocchio down the street to buy a new Goodyear Tire for the family car.



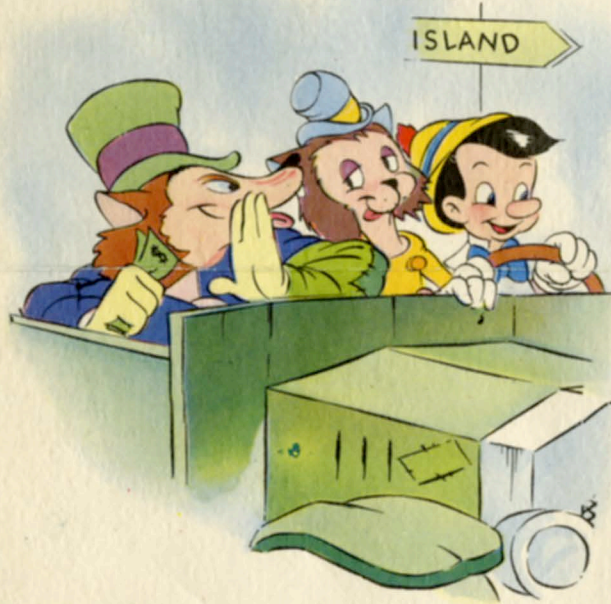
Pinocchio, excited with his first big duty, starts off to buy a new tire so the car will be ready to take them all for a happy week-end trip.



On the way he is accosted by J. Worthington Foulfellow (sometimes called "Honest John") and his evil pal Gideon. They try to get him to buy a "bargain" tire and spend the rest of the money on pleasure.



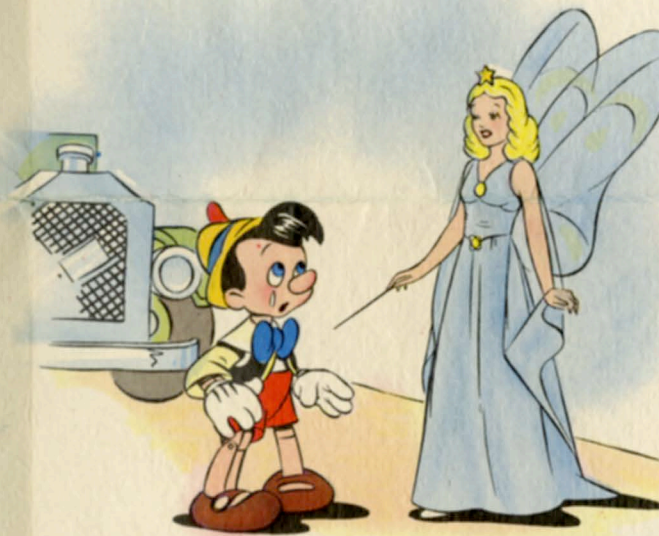
Despite Jiminy Cricket's protests, Pinocchio takes the scheming advice of "Honest John". They put the new tire on and start for Pleasure Island to spend the remaining money on a good time.



"Honest John" and Gideon plot to steal Pinocchio's money and leave him in the lurch as soon as a favorable chance presents itself. Their opportunity comes just after nightfall when



the "bargain" tire blows out and leaves them stranded and as Pinocchio sits and regrets his foolhardiness the two scoundrels go off down the road with his money.



Just when everything looks blackest along comes the Blue Fairy and, sensing the plight of the boy, tells him that she will fly off and see what she can do to get him out of his trouble.



To Pinocchio's joy, Geppetto arrives with Jiminy Cricket and the Blue Fairy and they bring along a whole new set of Goodyear All-Weather Tires. Geppetto, knowing that Pinocchio has learned his lesson, does not mention the other tire . . . simply



throws it into the ditch and they all start for home, with Jiminy Cricket blithely singing his advice to Pinocchio . . . and to all tire buyers . . .

*"Always let your conscience be your guide"*

## The Players



Pinocchio



Geppetto



Jiminy Cricket



J. Worthington Foulfellow



Gideon



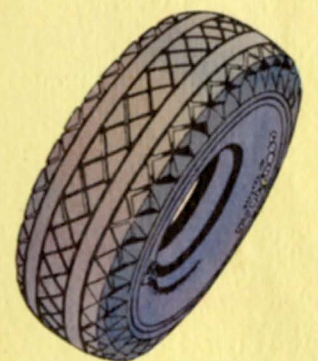
The Blue Fairy



Figaro



Cleo



The Goodyear Tire  
(More People Ride On Them Than  
On Any Other Kind)